

23 JUN 1947

Mr. Bernard Zwirn  
Ruthrauff and Ryan, Inc.  
405 Lexington Avenue  
New York 17, New York

Dear Mr. Zwirn:

Reference is made to your letter of 12 June 1947, addressed to the Director of Military Intelligence and having regard to the use of the name of this Agency in connection with a radio program. The subject letter has been forwarded to us as the office of primary interest.

The fact that you have submitted this request and the way it is phrased indicate your awareness that reference to intelligence matters should not be lightly handled. We appreciate your attitude and your offer to cooperate regarding public relations. Our experience, however, has convinced us that it is essential to the efficacy of our operations to avoid publicity, good or bad, and to become in effect the most silent of silent services. While the name proposed by you is not identical with the title of this Group, the connection would inevitably be established in the public mind and the events broadcast, however hypothetical, would be taken as indicative of our methods and operations. For these reasons, we feel we cannot give our permission to you to use the name "Central Intelligence Bureau". I regret we feel unable to cooperate fully, but I am sure you appreciate the necessity for this position.

We wish you every success in the production of your program.

Yours very truly,

*0/RNN - L. DD 23 June 47*

R. H. HILLENKOETTER  
REAR ADMIRAL, USN  
DIRECTOR OF CENTRAL INTELLIGENCE

*Director's Files*

COPY

WAR DEPARTMENT  
WAR DEPARTMENT GENERAL STAFF  
Intelligence Division  
Washington 25, D.C.

16 June 1947

MEMORANDUM FOR THE DIRECTOR OF CENTRAL INTELLIGENCE:

1. Attached hereto is a self-explanatory letter addressed to this Division, probably in error. It is forwarded as a matter pertaining to your office.

2. No reply to the writer has been sent by this office.

FOR THE DIRECTOR OF INTELLIGENCE:

(Signed)

J. A. MICHELA  
Colonel, GSC  
Executive

1 Incl

Ltr fr Bernard Zwirn  
dtd 12 June 47

COPY

RUTHRAUFF & RYAN INC. ADVERTISING

405 Lexington Avenue - New York 17

June 12, 1947

Director of Military Intelligence  
War Department  
Washington, D. C.

Dear Sir:

We are interested in producing a radio show entitled "CONFIDENTIAL REPORT". The show is to be a dramatic mystery-type radio program, having as its base a fictitious Confidential Report from an American agent abroad, to the Central Intelligence Bureau in Washington.

The entire show will be fiction, and will not be presented to the listening audience as fact. Most of the stories will be mystery, rather than spy. However, we would greatly appreciate your permission to use the name "Central Intelligence Bureau" as the intelligence organization receiving the confidential report. We do not intend using the Bureau as an integral part of the story, nor describing any activities of the Bureau, which, of course, are secretive. The name will merely be used to lend an aura of semi-believability to the show, such as is done with the various F.B.I. and Treasury programs.

If it is possible for you to grant us permission to use the name "Central Intelligence Bureau" at the opening and ending of the program, we would appreciate it very much, and would cooperate whole-heartedly with you regarding any public relations job that you may wish to put across on the program.

Your New York office told us that we would probably have to travel to Washington to settle the matter personally. I shall be only too glad to discuss this matter with you or your representative at any time that is convenient.

Very truly yours,

(signed)

Bernard Zwirn

BZ:fg